

The Effect VMD by the Department Store on Clothing Purchase Behavior

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Rapid changes in the period has altered the changes in consumption. The concept of consumption changed from simply being supplied with goods to the one that 'considers values' or buying images such as services and information along with the product. Diversification or individuality of values caused demands in store differentiation for companies in industrial activities and due to such demands, a necessity of visual merchandising needed for strategic image plans has been emphasized. Therefore, an objective of this research was to clarify differences of demographical variables of clothing purchase behavior according to the response level of department store VMD and to investigate about the correlations with clothing purchase behavior to provide fundamental guidelines in establishing strategies of VMD according to consumption motivation as a new perception about life style.

The data was analyzed using SPSS 10.0, and the specific statistical methods that were used were factor analysis, reliability testing, frequency measures, t-test, distributions, Duncan-test, correlation, and regression.

The conclusions based on the result of material analysis are as follow:

1. To investigate about the response level of department store VMD, we have conducted factor analysis. As a result, categories included image, enjoyment, information and purchase desire through VMD. Clothing purchase behavior was consisted of planned purchase, store and merchandiser, information and purchase desire. Satisfaction of the purchase was consisted of store satisfaction, clothing satisfaction and quality satisfaction.

2. As a result of investigating about the response level of VMD according to the demographic features, there were significant differences in average of monthly income, monthly personal expense, monthly average of clothing expense, purchase frequency and place of residence. Greater income level promoted information and purchase desire and showed high level of monthly personal expense

and expenses. Female university student who frequently goes on shopping promoted image, enjoyment, information and purchase desire through department store VMD.

3. In terms of the relation between clothing purchase behavior and demographic features, a group of high monthly income showed unplanned purchase. University female students with high level of monthly personal expense and monthly average of clothing expense tend to purchase without plans and those showing greater shopping frequency were much influenced by unplanned shopping, stores and merchandises. As a result of investigating about clothing purchase type of female university students in their 20s, it was proven that when shopping at department store, they are much affected by VMD.

4. In terms of the satisfaction after the purchase, those who promote for image, enjoyment, information and purchase desire through department store VMD showed greater level of store, clothing and quality satisfaction. And a group of unplanned purchase showed higher satisfaction than planned purchase group. Also, higher level of promoting image, enjoyment, information and purchase desire showed greater satisfaction level.

5. As a result of conducting correlation analysis about the relationship between VMD response of department store and clothing purchase behavior, VMD response showed positive correlation in store, merchandiser, unplanned purchase and satisfaction after the purchase and negative correlation in planned shopping. A group of planned purchase was not affected by department store VMD since they promote for rational shopping. Planned shopping group showed positive correlation in quality satisfaction. As a result of investigating about correlation between department store VMD response and clothing purchase behavior, it was proven that greater influence of department store VMD resulted in higher level of unplanned purchase and satisfaction after the purchase.